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Kellogg's Great Crops of STRAWBERRIES

and
OTHER
FRUITS



PUBLISHED BY

R.M. Kellogg Co.

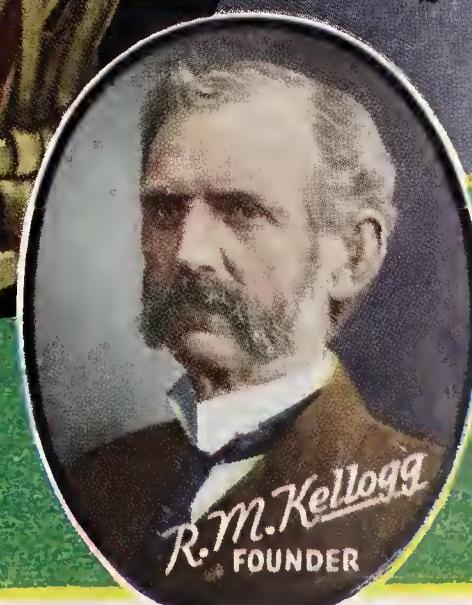
THREE RIVERS, MICH.
U. S. A.

R.M. KELLOGG

Founder of Our Company

— the "Grand Old Man of Strawberries" and the
Originator of the Thorobred Pedigree Idea

Buying of His Company Assures You of Plants
That Make Big Profits





Now
ONLY
\$5 95
Per 1000

25 plants	\$ 0.60
50 plants80
100 plants	1.39
200 plants	1.93
300 plants	2.49
500 plants	3.57
1000 plants	5.95
2000 plants	10.95
5000 plants	24.95

Kellogg's Premier

The 12-Point Perfect Strawberry

Kellogg's Premier is the best June variety of all. It is the most reliable money maker. You can count on Premier for big profits. Note these 12 points of superiority.

- (1) **Extra early.** Fruits before others. Gets the high prices.
- (2) **Frost resister.** Keeps right on fruiting regardless of frost.
- (3) **Extra heavy fruiter.** No variety can compare with Premier for quantity of fruit produced.
- (4) **Long fruiter.** Premier is one of the last varieties in the season to stop bearing.
- (5) **Berries solid.** Stand shipping to market extra well.
- (6) **Beautifully colored.** Red clear through. Attracts buyers.
- (7) **Beautiful shape.** Note the berry below. Attracts buyers.
- (8) **Best for canning and preserving.** Retains shape and color better than any others.
- (9) **Healthy.** Resists disease. Seldom needs spraying.
- (10) **Easy to grow.** Premier succeeds under all conditions.
- (11) **Bi-sexual.** Does not require mating.
- (12) **Delicious.** A fine table berry as well as a market berry. This is the final test that makes customers come back again and again for more of your Premier berries.

If you should tell us that you wanted to plant only one variety of strawberries and should ask us what variety to plant, we would unhesitatingly reply, "By all means plant Kellogg's Premier." We have more testimonials on the fruiting qualities and profits made from Kellogg's Premier than any other variety. Hitch your wagon to Premier and it will show you the way to big profits and complete satisfaction.

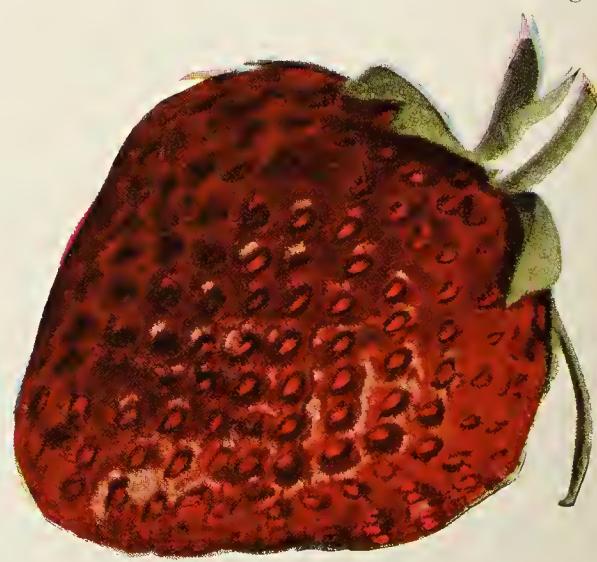
"We gathered from the 4000 plants Premier, shipped us in spring of 1928, 5389 quarts of extra choice berries. That is wonderful for one-half acre, don't you think? We never had to sort a single box of berries and the fruit was the finest choice fruit ever seen here."

GEO. N. LIGHT, Iowa.

©GIA A 190529

"I have been raising your Premier berries for 8 years. Been running around \$500 per acre. Last year I had a little over one-half acre that made between \$1000 and \$1100. Have had berries that measured five and three-fourths inches around. These berries are grown on prairie without fertilizer or irrigation."

C. B. DOSS, Okla.





R. M. Kellogg Co.

THREE RIVERS, MICH.

Yes!
A Strawberry Plant
is a Strawberry Plant
But Read
this Letter

Dear Friend:-

The world's
oldest and
most reliable
strawberry
plant nur-
sery.

Over 50
years' exper-
ience in pro-
ducing the
world's finest
strawberry
plants.

Every plant
a Thorough-
bred—every
plant a heavy
yielder.

Every plant
guaranteed to
reach you in
good grow-
ing condition
or order re-
filled free.

There is
big money
in Kellogg's
strawberries.

Yes, a strawberry plant is a strawberry plant just the same as paint is paint, men are men, and hens are hens; but some paint will blister and peel while other paint will stay put, and some men will give you a big honest day's work while other men are lazy and will loaf on the job. Some hens will lay 280 eggs per year, while others just eat and set.

It costs just as much to spread paint that blisters and peels as paint that stays put; and you usually pay as much for a man who loafas as for a man who gives a good, honest day's work; and hens that just eat and set, consume as much corn as the 280 egg hen

There is just as much difference in strawberry plants as there is in paint, men, and hens. You will find good, medium, and bad in everything produced by human efforts.

There are loafing strawberry plants and productive strawberry plants; the difference is in the human efforts. There are poor human efforts, good human efforts, and better human efforts.

Mother nature started the strawberry industry with the wild strawberry; but it was human effort -- through breeding, selection, restriction, and intensive cultural methods -- that developed the superior, heavy-fruited varieties we now have.

The Kellogg Way of growing plants for you is an extra human effort and it is this extra human effort that makes it possible for Kellogg Thorobreds to produce the 5,000 to 15,000 quarts of high grade berries per acre reported by our customers.

The quantity and quality of berries produced by strawberry plants depend upon the power of the plants. Deficient power results in a deficient crop. Abundant power, abundant crop. Kellogg Thorobreds, because of the extra human effort put into them, have the power and with proper care they will transmit this power into a big crop of the highest quality berries.

It's the same way with Kellogg fruit trees and other plants.

Sincerely yours,

J. E. Beatty

9,127 QUARTS PER ACRE

"Last year I bought of you 1,000 strawberry plants and this year I picked 1,259 quarts of the nicest and biggest strawberries of anyone around here. Everyone spoke of what good crops we had." —MRS. N. J. SESELMAN, N. Y.

(7,250 plants are required per acre. Accordingly 1,259 quarts from 1,000 plants figures 9,127 quarts per acre as per heading above.—R. M. Kellogg Company).

A DECIDED DIFFERENCE

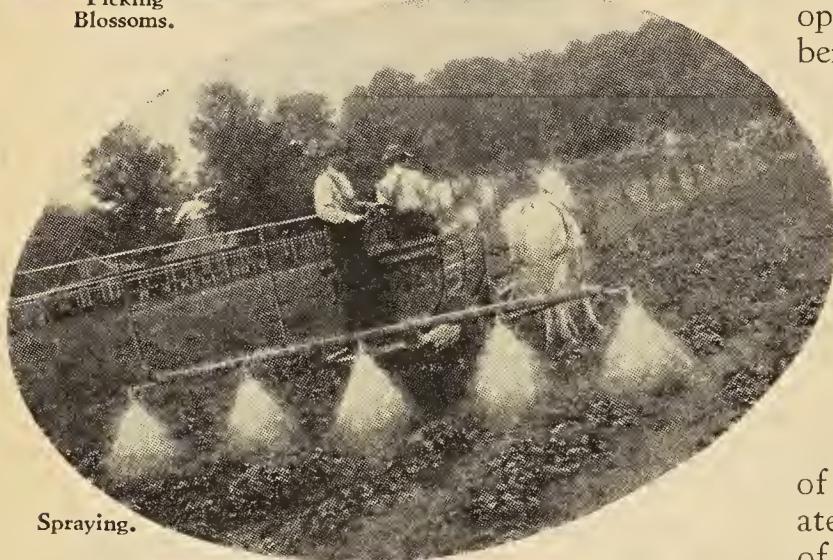
"I never knew there was such a decided difference between just strawberry plants and Pedigreed and Thorobred plants. Thank you for sending me such superior plants." —C. O. DOTY, Illinois.



The First Half



Picking Blossoms.



Spraying.



Here is a picture of a Kellogg Thorobred Strawberry Plant as it came out of the ground. Note the strong, vigorous root system and general appearance of health and vigor. Such are the plants we grow for you.

Now, Kellogg Plants are priced lower than ever before.

[4]



Other plants may look as good as this, but will they fruit as well? Follow the arrow.

When you buy fruit plants you are in reality hiring someone else to do the most important part of your work for you—the growing of the plants. You really give this person your money to spend, and you must see that the spending is well managed.

Undoubtedly we could save you a little money in the beginning if we left out some of these operations, but every operation has its direct beneficial result on the plants and on your final profits.

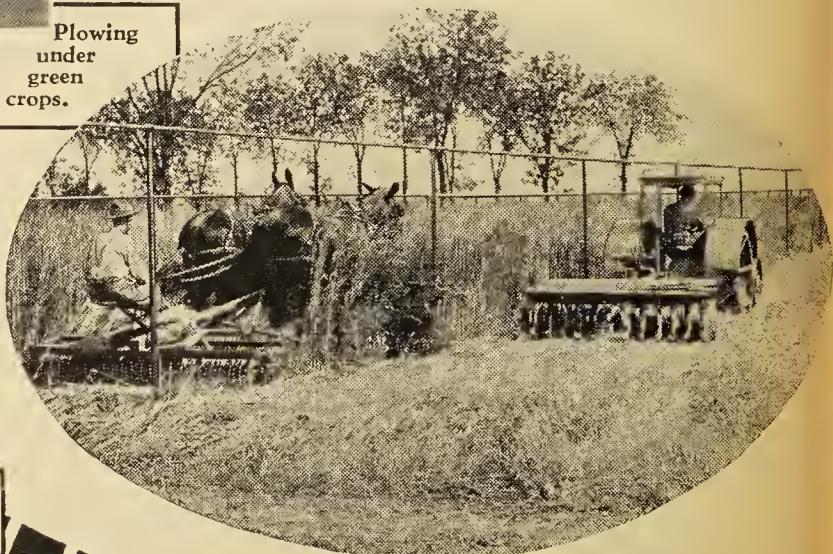
See how your money is spent to your advantage when you order plants of Kellogg—so that you will have big profits—not small initial savings. Kellogg's methods make Kellogg plants the cheapest plants you can buy.

By picking blossoms we keep fruiting power in the plants for you. By spraying we keep your plants healthy. By rotation of crops and plowing under green crops we create a healthful environment for the bringing up of your plants and provide healthful, nourishing food that makes them vigorous and robust. Kellogg plants have "get-up-and-go."

Irrigating, too, has its profitable effects—makes Kellogg plants capable of producing more money for you at fruiting time. Read this letter from Mr. Frazer of Kansas who bought plants of us in 1935:

"The strawberry plants arrived in excellent shape, being well packed. Different ones who have seen them say they are the finest they ever saw. The home-grown plants are of very poor quality here this year."

Plowing under green crops.



of Your Work is Well Done

Mr. Frazer's plants were grown during the hot, dry, trying summer of 1934, but on account of Kellogg's Overhead Irrigation System, they came through in ideal condition. Never did we see finer strawberry plants than were produced on our farms that season.

Cultivating and hoeing on the Kellogg Farms likewise makes money for you. The Kellogg Farms are known as the weedless farms. Kellogg plants are brought up only in their own good company. They get the full benefit of the soil's fertility. They are not robbed by vandal weeds.

But selecting the mother plants is probably the most important operation of all. Plants for the production of your plants are selected with great care. Only the most vigorous, healthy and robust plants are chosen as parents. There is fruiting quality in every one of them and this fruiting quality they pass on to the offspring which you receive.

How would you like yields of 5,000 to 10,000 quarts of beautiful berries per acre? Such yields are often reported by Kellogg customers. Such yields will make money for you.

9,200 QUARTS PER ACRE

"I have been growing strawberries for the past 10 years and have always used Kellogg plants. This past summer I picked over 2,300 quarts from one-fourth of an acre. I had one bed containing 240 plants from which I picked 630 quarts."—Alfred Harrig, N. Y.



Selecting mother plants.



Irrigating.



Hoeing and cultivating.

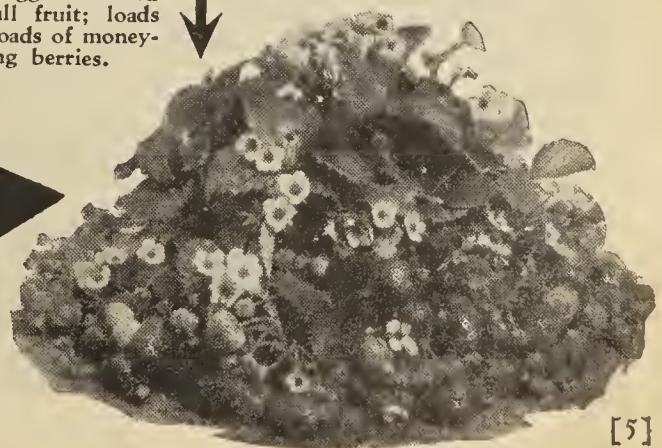


Preparing fertilizer.

Tons and tons of fertilizer are used in growing your Kellogg Thorobred strawberry plants; tons and tons of green crops plowed under. Only the best materials are used.

Yields of one quart per plant are common for Kellogg Thorobreds. Intensive culture sometimes brings as high as four quarts per plant.

This picture shows a Kellogg Thorobred in full fruit; loads and loads of money-making berries.



Here's the Greatest of All Everbearers

Kellogg's
TRADE-MARK

Big Sweet

(Wayzata)

Bi-Sexual.
Fruits Alone.

Everbearing Strawberry

New records for sweetness . . . new beauty of color and shape . . . new large size . . . new records for heavy bearing and profits . . . new value for market. This is the amazing new Strawberry that has come from Minnesota, the land of hardy, dependable Strawberries.

DELICIOUSLY SWEET. Here is the sweetest and most delicious of all everbearing strawberries. Flavor is sugary. Berries fairly melt in your mouth. Delicious for fresh-from-the-vine eating.

BEARS HEAVILY. Makes a continuous red display of berries the first year from about August first to nearly November first, two more extra large crops second year.

BEAUTIFUL SHAPE, BEAUTIFUL COLOR. Berries extra large, very dark red, true top shape. Delight the eye and attract buyers at good prices.

HEALTHY VIGOROUS GROWER. Plants tall and bushy, large healthy leaves; makes just enough runners for a good fruiting row. This saves labor, with bigger crops of better berries.

BERRIES FIRM AND SOLID. Now market growers can improve their profits with "Big Sweet." The berries stand marketing just like standard varieties. Another step forward in the field of everbearers.

Rush your order for Kellogg's Big Sweet. We have less than 40,000 of these plants. This means you must hurry.

Prices: 12 plants, \$1.00; 25 for \$1.75; 50 for \$3.25; 100 for \$6.00; 200 for \$11.00; 300 for \$15.00; 400 for \$18.00; 500 for \$19.00; 1000 for \$35.00.

And Here's Catskill

Bi-Sexual.

The Mammoth New Mid-Season Variety

Premier and Marshall united to make this marvelous new strawberry. Berries are unusually large and brilliant red color with bright green cap—very showy—excellent seller—outsells both Dorsett and Fairfax. Plants vigorous, making wide row and producing many of its largest, finest berries in the widest sections. Exceedingly heavy fruiter. Medal, Massachusetts Horticultural Society. Don't fail to order Catskill.

PRICES	
25 plants ..	\$0.55
50 plants ..	.95
100 plants ..	1.65
200 plants ..	2.88
300 plants ..	3.85
400 plants ..	4.67
500 plants ..	5.37
1000 plants ..	9.95

"A year ago we bought a few strawberry plants from you. They have done exactly as you said they would and that was to bear large, beautiful and delicious berries. We had folks buy berries from us that travelled forty-five miles as they said they never saw such beauties."—Saxton C. Burdick, R. I.

"I have been a customer of the R. M. Kellogg Co. for several years, also my father has been for the past twenty or twenty-five years. We are boosters for Kellogg's because they put out the goods. Our plants have always arrived in live growing condition with plenty of stored vitality, so that they do not have to be nursed in a hospital half the season before they accumulate enough vitality to grow."—H. J. Clephane, Ind.

Senator Dunlap Gibson

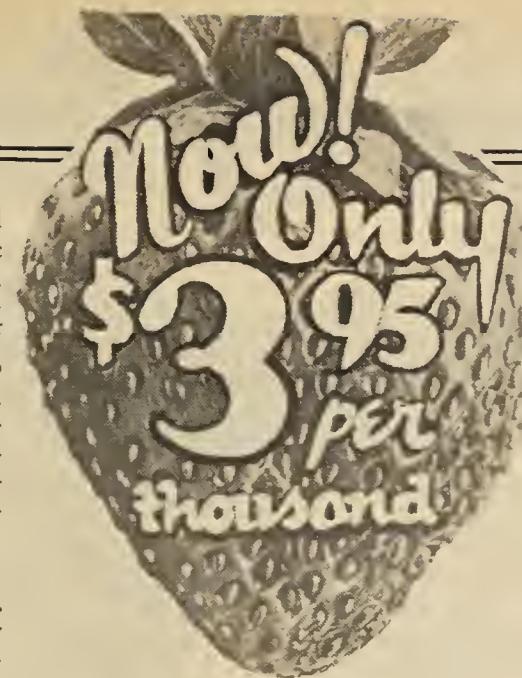
Four of the most wonderful strawberry varieties that ever were originated. Senator Dunlap, Dr. Burrill, Gibson and Blakemore simply refuse to be downed by any of the newer varieties for which so many wonderful claims are made. And now they are to be had in Kellogg Thorobred plants at the amazingly low price of only \$3.95 per thousand—other prices for other quantities at right.

SENATOR DUNLAP. (Bi-sexual).

Strong, hardy grower and heavy yielder of big, solid, dark red berries. Has yielded better than 13,000 quarts per acre. Excellent for canning, delicious in every way. Fruits big crops in all soils and climates. A grand strawberry for gardens and market. Fruits in midseason.

DR. BURRILL. (Bi-sexual).

A most splendid midseason strawberry. Hardy, dependable grower. Extra heavy yielder of big, top-shaped, dark solid red berries. Wonderful for gardens and best of all for canning. A top-notcher and real money-maker.



You may take your choice of the four varieties described here at the following extra low prices:

25 plants	\$ 0.29
50 plants47
100 plants68
200 plants	1.19
300 plants	1.59
400 plants	1.93
500 plants	2.34
1000 plants	3.95
2000 plants	6.95
5000 plants	16.89

Dr. Burrill Blakemore

GIBSON. (Bi-sexual). One of the hardest and most productive mid-season strawberries ever grown. Beautiful foliage; large plants literally covered with big bright cherry-red berries. Easily grown. A leading market berry and splendid for home gardens. A berry you can depend upon.

BLAKEMORE. (Bi-sexual). One of the early strawberries that will put big profits into growers' pockets. A big, hardy, strong grower; produces big crops of large, round sparkling solid berries. Solid red from surface to center. One of the most beautiful strawberries ever grown. A real prize for the home garden and a big money-maker for the market grower.

\$594 FROM ONE-FOURTH ACRE

"We picked 2,700 quarts from only 2,000 Kellogg plants. Our average price was 22c per quart, which made us \$594 from the one-quarter acre."
—A. H. Reed, N. Y.



Segis Pietertje Prospect—World's Champion Milk Cow

Twice during her life she registered production records that set her fame above all dairy cattle of any age. In each of two years she exceeded 16,500 quarts of milk and 1,400 pounds of butter, yielding for the two years a total of 33,922 quarts of milk and 2,865.18 pounds of butter. She was owned by Carnation Milk Farms near Seattle, Washington, where these great records were made.

You cannot possibly get a well-bred cow with a big milk and butterfat record at the same price you would pay for a common ordinary cow. Neither can you get well-bred strawberry plants with a big fruiting and big profit record at the same price of common ordinary plants.

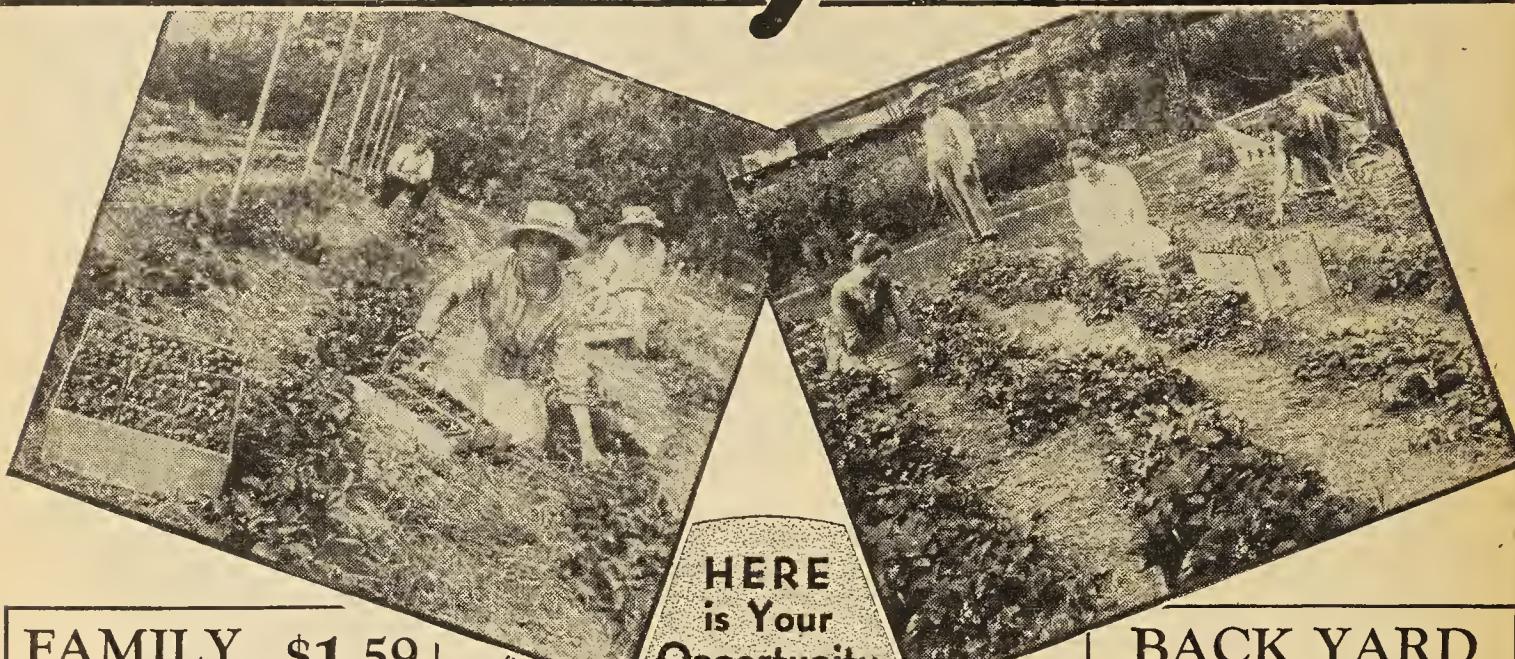
The prices we are quoting this year on Kellogg genuine Thorobred strawberry plants are lower than ever before and with such low prices, is it worth while to worry at all about the price you pay for plants? You get a big difference in heavy fruiting quality at only a very small difference in price, and in many cases inferior plants are to be found priced even higher than Kellogg's. With these new low prices there is no excuse for using the inferior plants that are so costly in the end. Plant the best and grow the biggest possible crops and make the biggest possible profits.



Thorobred Stock Pays Big Profits

Strawberry plants and other fruit plants, like Thoroughbred Cows and Chickens, can be made to produce extra heavy crops of fine, big red berries by proper selection of mother plants. The fruiting quality is born in the plant and is greatly strengthened by proper methods in growing your Kellogg Thorobred Strawberry Plants. Thoroughbred, heavy fruiting strawberry plants are just as important to the berry grower as Thoroughbred, heavy producing milk cows are to the dairyman. In either case, the profits are determined by the quantity and quality of the berries and milk.

Kellogg's Strawberry Gardens



FAMILY Garden \$1.59

This fine garden will give you all the delicious strawberries that any average family can eat. Gives you vigorous-growing, heavy-fruiting varieties as follows:

50 Senator Dunlap	\$0.47
50 Dr. Burrill47
50 Gibson47
50 Big Late83

Total Value \$2.24

THE 200 PLANTS
SPECIAL PRICE ONLY

\$1.59

HERE
is Your
Opportunity
to

SAVE MONEY

Save on the Cost of
Plants—Bank the
Profits

BACK YARD Garden \$1.69

You can easily find room for this dandy garden of 125 plants. Will produce all the delicious berries the average family can eat. Gives you some berries in the fall, too.

25 Premier	\$0.60
25 Dr. Burrill29
25 Blakemore29
25 Big Late59
25 Progressive Everbearing ..	.50

Total Value \$2.27

SPECIAL PRICE
THE 125 ONLY **\$1.69**

STRAWBERRIES, LESS THAN ONE CENT PER QUART. Any one of these fine strawberry gardens will supply your family with delicious berries at a cost of less than 1c per quart. They are composed of the same high grade Kellogg Thoroughbred plants that you would buy if you made your own selection, yet come to you at reduced prices. You save money. Grow your own berries in your garden at less cost.

Kellogg's Big Variety Garden

\$5.79 Value for only **\$3.19**

This garden gives you 12 different kinds of delicious strawberries—the best and heaviest fruiting varieties ever known.

25 Premier	\$0.60
25 Beauty59
25 Dunlap29
25 Big Late59
25 Dorsett65
25 Fairfax65
25 Blakemore29
25 Dr. Burrill29
25 Gibson29
25 Gem55
25 Mastodon50
25 Progressive50

Total Value ... \$5.79

SPECIAL
PRICE
ONLY **\$3.19**

Big Four Garden

4 Varieties } \$1.97
200 Plants }

Here's your opportunity to have the world's four greatest strawberries fruiting right in your own garden. This garden insures you the biggest and best strawberries at very small cost.

50 Premier	\$0.80
50 Beauty83
50 Big Late83
50 Dr. Burrill47

Total Value \$2.93

SPECIAL
PRICE
ONLY **\$1.97**



\$50.00 Value in Prizes

First prize, \$25.00; second prize, \$15.00; third prize, \$10.00. Prizes to be awarded in Kellogg plants, trees, bulbs or other stock for the best yield in quarts and best letter received before July 15, 1937. Just order a Kellogg's Grand Prize Garden, keep a close record of all berries picked and then write us your letter. Letters postmarked after July 15, 1937, will not be considered.

Kellogg Thoroughbred Strawberry Plants have often produced yields as high as 4 quarts per plant when grown in accordance with Kellogg's instructions. How would you like to have such yields as these? Just think! 1,600 quarts from only 400 strawberry plants, all high grade berries that you can sell to your local stores and friends at a big profit.

And all the time you are piling up these big profits you are putting yourself in position for one of the main prizes. Prizes may be selected not only from this fruit catalog, but also from our beautiful book of flower plants and bulbs and other decorative planting material, which will be sent to you free if you do not already have a copy.

Simply follow the few simple rules at the extreme right.

Kellogg's GRAND PRIZE Garden

Look at the fine varieties that you receive in Kellogg's Grand Prize Garden. All are proven money-makers and a delight to the palate.

100 Kellogg's Premier	\$1.39
100 Dorsett	1.47
100 Fairfax	1.47
100 Big Late	1.29
Total Value	\$5.62

**SPECIAL PRICE
400 PLANTS ONLY \$4.19**

RULES OF CONTEST

Simply write us a letter after harvesting your crop of berries from the Grand Prize Garden, telling us how many quarts you received and what you think of Kellogg plants, making sure that your letter is postmarked not later than July 15, 1937.

Prizes will be awarded on the basis of best yield in quarts and best letter. Each contestant agrees to our using his or her letter in our advertising if we so wish.

Prizes will be awarded in Kellogg nursery stock. Duplicate prizes will be awarded in case of ties.

Contest is open to everybody except employees of R. M. Kellogg Company and its advertising agency and their families.

Order your Grand Prize Garden today. You may win a prize, and in any event, you will have much joy and pleasure from growing your plants, and a big profit from the berries.

Strawberries in The Fall

Kellogg's Everbearing Garden

Everyone loves strawberries in the fall and Kellogg's Everbearing Garden will give you loads of delicious ones right in your own back yard. This garden contains Progressive which is really one of the most delicious strawberries known for immediate use—its flavor is sweet, mild and delicious. And in addition you get Gem and Mastodon which are suitable for market as well as for table use and will bring you many extra dollars.

100 Gem Everbearing	\$1.65
100 Mastodon Everbearing	1.49
100 Progressive Everbearing	1.45
Total Value	\$4.59

YOU GET THE WHOLE 300 PLANTS FOR ONLY \$3.79.

**\$4.59
VALUE
for
Only
\$3.79**

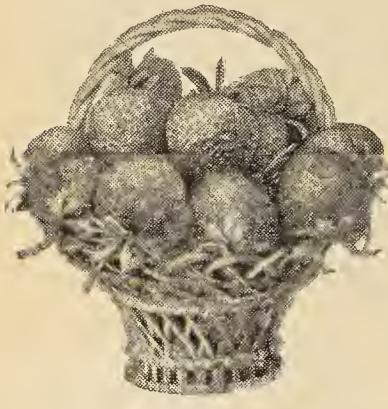


Dorsett

(Bisexual)

See Picture
on Front Cover

If there is any variety of strawberry on the market that can even compete with Kellogg's Premier in usefulness, it is this new Dorsett variety. Many growers claim that it is earlier than Premier and better. It produces loads of huge brilliant red berries of wonderful flavor. The fruit is very firm. It is a tremendous yielder and hence a wonderful market variety. Brings good prices on any market and is fine for home use. Whether you are growing strawberries for home use or market, we recommend that you try Dorsett. Better order early as the supply of this wonderful variety is limited all over the country.



PRICES—DORSETT AND FAIRFAX

25 plants ..	\$ 0.65
50 plants ..	.85
100 plants ..	1.47
200 plants ..	2.06
300 plants ..	2.79
500 plants ..	3.99
1000 plants ..	6.95
2000 plants ..	12.19
5000 plants ..	28.45



Fairfax

(Bisexual)

See Picture
at Right

Here is another new variety that every strawberry grower should try immediately. Like Dorsett, it is an early variety with very large exceptionally firm berries. These berries are deep red clear through and have a rich sweet flavor. One of the finest eating berries you ever experienced and the shipping quality is fine.

Dorsett and Fairfax are new varieties with a great future. They promise to displace many of the older sorts. Every commercial grower or home gardener should try them and the sooner you try them, the sooner your big profits will begin.

\$350 FROM ONE-FOURTH ACRE

"The 2,000 Kellogg plants you sent me were perfect. I did not lose a single plant nor were there any signs of disease of any kind. The 2,000 plants produced more than 2,000 quarts. My receipts in money were more than \$350.00. The plants cost me only \$17.00 which gave me more than \$20.00 for each dollar invested in plants."

—Harry Lee Grow.

Kellogg's Beauty . . .

(Bisexual)
See Picture
at Right

Kellogg's Beauty is the amazing late variety that brings such high prices everywhere. Wholesale, retail and jobbing grocerymen clamor for Kellogg's Beauty berries. It is a real money maker to finish your season. It is the essential variety to grow with such other money makers as Kellogg's Premier, Dorsett and Fairfax.

Beauty is a heavy yielder of extra large, round, glossy berries; unusually solid, extra fine shipper. Tops the market wherever the berries are offered for sale.

The most delicious strawberry you ever tasted, extra sweet with remarkable flavor. Berries often measure 6 inches around.

PRICES

25 plants	\$0.59	500 plants	\$ 3.27
50 plants83	1000 plants	5.45
100 plants	1.29	2000 plants	9.95
200 plants	1.83	5000 plants	22.95
300 plants	2.39		



A Kellogg Thorobred Ready for Planting

This is the kind of plants that you get when you buy of Kellogg's. Kellogg Thorobred Strawberry Plants are healthy, vigorous, and robust. They are the kind of plants that have "get-up-and-go." Kellogg Thorobreds are famous the world 'round for their ability to produce extra large crops of extra fine, money-making berries. Yields as high as 14,000 quarts of fine berries per acre and more have been produced with Kellogg Thorobreds.

Kellogg's Big Late

(Pistillate)

Kellogg's Big Late is probably the most productive and finest of all late varieties. It is a variety that will really make money for you. Strong, hardy grower and extra heavy fruiter. Berries are big, glossy, sparkling and solid. The color is dark red clear through. Flavor delicious. One grower realized more than \$1,200 from one-half acre of Kellogg's Big Late. Mate it with Kellogg's Beauty for best results.

PRICES

25 plants	\$ 0.59
50 plants83
100 plants	1.29
200 plants	1.83
300 plants	2.39
500 plants	3.27
1000 plants	5.45
2000 plants	9.95
5000 plants	22.95



Fairfax

(Bisexual)

\$695
per
1000

Complete Price
List, opposite
page.



Don't these beautiful Fairfax berries simply invite you to eat them? They are a real delight and a money maker.

Kellogg's Beauty

(Bisexual)

**Only
\$545**

per thousand

(Other prices on page 10).



Kellogg's Big Late

(Pistillate)

**Only
\$545**
per
1000

(Complete Price List,
opposite page).

[11]



Gem will
fruit this
Summer
and
Fall



Here is what a basket of Kellogg's Big Red Gem looks like—all dolled up and ready for market. Gem berries always bring a good price because they are beautiful in color and shape and taste better, too, so that your customers always come back for more.

Gem berries are firm and solid and stand shipping and marketing well, comparing with many standard varieties in this regard. They retain their bright sparkling color long after picking. Do not bruise easily. They are sweet, luscious and delectable.

Gem starts fruiting three months after
plants are set.

100 Progressive . . . \$1.45
The Home Everbearer

25 plts. \$0.50
50 plts. .85
100 plts. 1.45
200 plts. 2.48
300 plts. 3.25
400 plts. 3.87
500 plts. 4.37
1000 plts. 7.95
2000 plts. 14.25

Delicious! That is what makes Progressive really the most worth while of all everbearing Strawberries for home use. It is surpassed by some others as a shipping and marketing variety, it is true, but direct from the vine to the table the berries are honey-sweet and luscious. Umm! Isn't Progressive shortcake good! Try it, or try Progressive fresh from the vine with sugar and cream. By all means include Progressive in your home garden.

Gem (BISexual) the Mighty new Everbearer

now, only
\$0.95
per thousand

Gem is the mighty new everbearer that now takes top place among all fall-bearing Strawberries and threatens seriously to rob standard or June-bearing varieties of their early summer glory. Millions of dollars will be made from this wonderful variety by growers in the next few years. So do not delay in ordering your supply of plants immediately. Prompt action will get you "in on the ground floor" so that the earliest profits, which are always the biggest, will be yours.

A grower in Northern Michigan discovered this amazing variety among a patch of everbearers and it was so outstandingly different and better than any other variety he had ever seen that he began propagating plants immediately. He found that the variety not only had wonderful eating qualities and wonderful marketing qualities—both unusual in an everbearer—but he found, too, that the plants could be propagated readily. Hence, now this new low price.

The plants are healthy, hardy, drought resistant, easily grown and productive. You will find Gem outyielding all your other everbearers and competing strongly with standard varieties in June. A few Kellogg's Gem plants will give you large quantities of choice berries this summer and fall. It is bi-sexual and does not require mating. By all means add this wonderful new everbearing variety to your order.

Free! \$1.00 value
If your order amounts
to \$5.00 or more.
See page 20.



Special!

100 Gem . . . \$1.65
50 Mastodon87
50 Progressive85

Total Value, \$3.37

**Special
Bargain
Price
ONLY** **\$289**



\$8.95
per 1000 for

Mastodon

25 plts. \$0.50
50 plts. .87
100 plts. 1.49
200 plts. 2.63
300 plts. 3.50
400 plts. 4.25
500 plts. 4.87
1000 plts. 8.95
2000 plts. 16.50
5000 plts. 38.00

Don't forget Kellogg's Mastodon is an improved extra heavy bearing strain that has been known to produce nearly double other Mastodon plants, even under the hard, trying conditions of 1934's drought. Not one drone in a thousand. Will produce for you the biggest crop of big, fancy berries you ever have grown. Fruits this summer and fall.

ELDORADO BLACKBERRIES

50 for \$1.79

Fine, large, healthy plants. Further description on opposite page.

12 plants . .	\$0.73
25 plants . .	1.19
50 plants . .	1.79
100 plants . .	2.69
200 plants . .	4.87
300 plants . .	6.69
500 plants . .	10.47
1000 plants . .	18.95



Eldorado
Blackberries.

Cumberland Black Raspberries

100 for \$2.09

Fine, strong, healthy plants. Further description on next page.

	1 yr.	2 yr.	
12 plts. . .	\$0.67	\$1.19	
25 plts. . .	1.04	1.87	
50 plts. . .	1.49	2.79	
100 plts. . .	2.09	4.49	
200 plts. . .	3.67	6.98	
300 plts. . .	4.89	8.99	
500 plts. . .	7.47	13.49	
1000 plts. . .	12.95	24.85	

Order two-year plants for fruit this year.



Washington Asparagus.

**25
For
Only
59c**

Washington Asparagus

Giant rust-proof. Big crops of tender, juicy stalks, one year after planting. A big crop every year for 20 years. Requires less work and attention than any other vegetable. Prices for big, 1-year plants:

12 for. \$ 0.45	100 for. \$ 1.59	500 for. \$ 4.98
25 for. .59	200 for. 2.78	1000 for. 7.95
50 for. .89	300 for. 3.57	2000 for. 13.95

Latham Red Raspberries

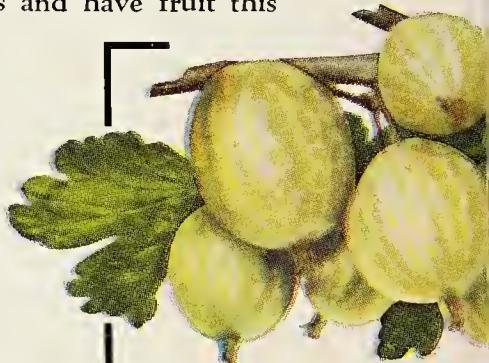
Description on next page. Complete prices below.

	1 yr.	2 yr.
12 plts. . .	\$0.73	\$0.93
25 plts. . .	1.17	1.57
50 plts. . .	1.69	2.37
100 plts. . .	2.59	4.19
200 plts. . .	4.67	7.29
300 plts. . .	6.39	9.47
400 plts. . .	8.19	11.34
500 plts. . .	9.98	13.29
1000 plts. . .	17.95	25.95

Order two-year plants for fruit this year.

Fruit This Year

Order Kellogg's two-year Raspberry plants and have fruit this season.



2 for 59c

3 for 79c



Kellogg's

Raspberries and Blackberries

In buying your raspberry and blackberry plants, remember that the plants are mother to the crop, hence, the profits that you make depend upon the plants that you buy. Every Kellogg raspberry and blackberry plant is a Thorobred, clean, healthy, heavily rooted, true-to-name and hand graded for size and quality. Safe delivery guaranteed. You will double and triple your profits with Kellogg plants.

Thorobred Latham

Kellogg's Thorobred raspberry plants grow big and fruit heavily. This picture was sent to us by Mr. and Mrs. S. F. French of North Middleboro, Massachusetts, who are making a big success with Kellogg Thorobred Plants. These are the kind that make big profits.



ELDORADO Blackberry

See illustration on opposite page.

There is nothing more delicious than a good dish of blackberries and cream in the summer time or a wonderful blackberry pie. Order Kellogg's Eldorado blackberries for most delight. We have the purest and cleanest strain in the country. Eldorado is a big strong hardy grower and very heavy producer of big, jet-black, sweet, delicious berries. Seldom injured by frost. The big berries are produced in large clusters. Prices on opposite page.

Downing Gooseberry

The most handsome and useful gooseberry grown. Fruit large and green with yellowish cast when fully ripened. Splendid for cooking and table use. Prices, 35c each; 2 for 59c; 10 for \$2.69; 25 or more at 25c each.



Perfection Currant

Very heavy bearer, bunches always well filled to the end. Brings highest prices. Best of all reds. Prices, 2-yr. plants, 28c each; 3 for 79c; 10 for \$2.00; 25 or more at 18c each.

CUMBERLAND Black Raspberries

See illustration on opposite page.

We all love good black raspberry jam, and we like black raspberries fresh from the vine, too. For the best and most reliable variety plant Kellogg's Cumberland. Our strain is the finest and healthiest we have ever seen. Cumberland is the best midseason black raspberry. Hardy, dependable, strong, tall grower. Extra heavy fruiter, large delicious berries. Succeeds everywhere, easily grown. Fine for home or market. See prices on opposite page.

LATHAM Red Raspberries

See color illustration on opposite page.

Here is the latest of all red raspberries and the most popular late red raspberry grown. The plants are hardy, healthy and dependable. Latham is a strong, tall, upright, sturdy grower. Berries extra large, bright red and delicious. A real money maker for market and a joy in the home garden. Extra long fruiting season. See prices of Latham on opposite page.

75 Plant Raspberry- Blackberry Garden \$2.47

This dandy raspberry and blackberry garden will give any family plenty of raspberries and blackberries for their own table use with some left over to can. You get a \$3.40 value as follows:

25 Eldorado Blackberries	\$1.19
25 Cumberland Black Raspberries	1.04
25 Latham Red Raspberries	1.17
	—
Total	\$3.40

Special
Price Only
\$2.47

25 Asparagus } \$1.34 }

Asparagus described on opposite page. Rhubarb below. A bargain.

\$1.00 VALUE
FREE!

You may select
\$1.00 value free of
extra charge if your
order for Kellogg
plants amounts to
\$5.00 or more.

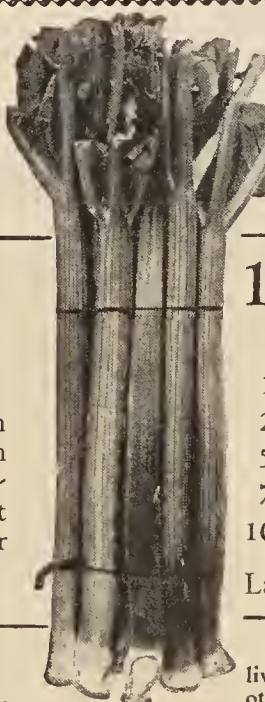
Giant Victoria Rhubarb

Rhubarb is one of the easiest of garden plants to grow and every home garden should have several hills. It is also an excellent money maker. Don't do without this appetizing dainty. Order enough for your home needs now. Prices at right.

12 for \$1.19

6 roots	\$0.69
12 roots	1.19
25 roots	1.98
50 roots	2.99
75 roots	4.27
100 roots	5.39

Large and healthy.



Send Your Orders to
R. M. KELLOGG CO. Three Rivers, Mich.

We guarantee safe delivery of all plants and other stock.



QUILLEN Black Raspberries

25 One-Year Plants \$1.09

Best late black raspberry. Hardy, dependable, tall, strong grower. Extra heavy fruiter. Large delicious berries. Succeeds everywhere. Easily grown. Fine for home or market. Two sizes, prices below.

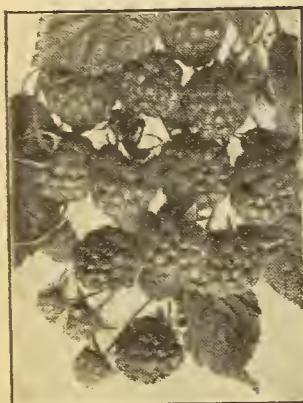
LOGAN Black Raspberries

12 One-Year Plants 67c

Earliest of all black raspberries. Sturdy grower, heavy yielder, large jet-black sweet berries. One week earlier than others. Easily grown. Big money-maker. Two sizes, prices as follows:

PRICES—QUILLEN AND LOGAN

	1-yr.	2-yr.
12 plants	\$ 0.67	\$ 1.19
25 plants	1.09	1.79
50 plants	1.49	2.69
100 plants	2.49	4.49
200 plants	3.97	7.19
300 plants	5.25	9.45
500 plants	7.99	14.40
1000 plants	14.95	26.95



St. Regis Everbearing Red Raspberry

The best everbearing red raspberry. Fruits both summer and fall. Strong grower, heavy producer. Hardy everywhere. Berries medium large, bright red, delicious.

25 for \$1.49

Don't overlook
St. Regis at these
low prices. Red
raspberries are deli-
cious in the fall.

	1-yr.	2-yr.
12 plants	\$ 0.95	\$ 1.29
25 plants	1.49	1.99
50 plants	1.99	2.98
100 plants	3.27	4.97
200 plants	5.10	7.95
300 plants	6.67	10.49
500 plants	10.29	15.97
1000 plants	19.57	29.95

Lucretia Dewberry

Early bearing—higher prices! Large berries—easier picking, saves money! Practically free from disease—save spraying expense and trouble! Thrives in light, poor soil—easily grown! Productive—bigger profits! Fine for pies, shortcakes, canning, or fresh from the bush—big demand.

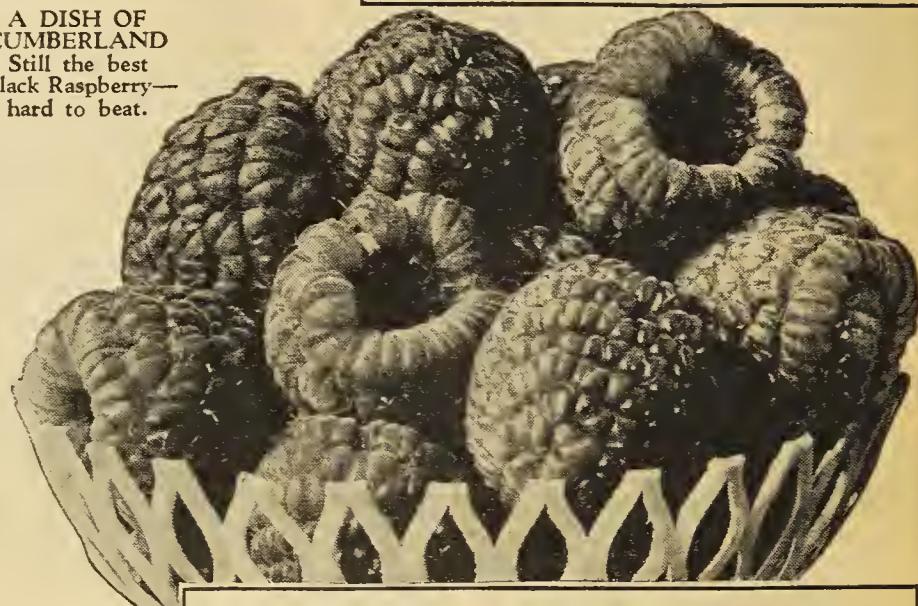
We supply you with fine one-year plants. Prices as follows:

12 plants	\$ 0.63
25 plants99
50 plants	1.49
100 plants	2.49
200 plants	3.97
300 plants	5.19
500 plants	7.98
1000 plants	14.95

12
Plants
63c



A DISH OF
CUMBERLAND
Still the best
Black Raspberry—
hard to beat.



Chief Red Raspberries

25 ONE-YEAR PLANTS \$1.19

Earliest of all reds. Ten to twelve days earlier than others—money-maker. Hardy, disease-resistant; healthy, tall grower. Easily grown. Berries large, bright red, exceedingly delicious. Prices below.

Cuthbert Red Raspberries

50 ONE-YEAR PLANTS \$1.89

Best midseason red. Strong, hardy, healthy. Heavy fruiter; attractive bright red berries. Supreme flavor. One of the best for canning. Extra fine for market or home garden.

PRICES —CUTHBERT AND CHIEF

	1-yr.	2-yr.
12 plants	\$ 0.77	\$ 1.19
25 plants	1.19	1.69
50 plants	1.89	2.79
100 plants	3.19	4.69
200 plants	4.70	6.95
300 plants	5.98	8.75
500 plants	9.25	13.75
1000 plants	16.95	24.95

Kellogg's Apples 63c Each

Prices, all Apples below except Gallia Beauty, 7/16" to 9/16", two-year-old trees: 1 for 63c; 3 for \$1.59; 10 for \$4.27; 25 for \$8.99; 100 for \$32.00.

BALDWIN. Large, bright red, pink flesh. Juicy and acid. December.

CORTLAND. An improved McIntosh, but two weeks later. November.

GRIMES GOLDEN. Fine yellow Apple, unusually good. Productive.

JONATHAN. Large red fruit; prolific early bearer. November.

MAIDEN BLUSH. Late summer. Large yellow with red cheek. Tart and good. August-Sept.

MCINTOSH RED. Large crimson fruit slightly acid. An extra good keeper and shipper. Greatly in demand by leading orchardists. October.

RED ASTRACHAN. Bright red. Delightful tart flavor. July-August.

RED NORTHERN SPY. Genuine Northern Spy of vivid red. Top price, all markets. Extra good keeper and shipper.

RHODE ISLAND GREENING. Large, greenish yellow. Best Greening. November.

ROME BEAUTY. Large, uniformly red fruit. Fine for eating or cooking. November.

STAYMAN'S WINESAP. An improved Winesap combining rich aromatic flavor and beautiful coloring with greater hardiness and productiveness. November-December.

SWEET BOUGH. Large, pale yellow. Flesh white, juicy, sweet. The best summer sweet. August.

YELLOW TRANSPARENT. Earliest standard eating Apple. Fruit large yellow. Flesh white and tender. Makes fine sauce or pies. July.

Gallia Beauty

Rome Beauty Improved. Threatens future of old strain. Can be picked two weeks earlier. Brings higher prices. Medium to late. Thick, tough, glossy skin; polishes readily. Color yellow overlaid bright crimson. Flesh creamy white. Fine grained, good quality. Pick late October. Matures midwinter. Keeps well. The coming Apple. Be the first to have it. Prices, \$1.00 each; 3 for \$2.25.

HYSLOP CRAB. A good all-purpose Crab Apple. Large fruit. All over red. August. Prices, 63c each; 3 for \$1.59.

Dwarf Apples and Pears

Plant dwarf trees in limited space 8 to 10 feet apart. You get the same size fruit as from larger trees requiring 30 to 40 feet distance. Bear very young. Do not obtain size of standard trees, but bear the same.

DWARF APPLES. We have the following varieties: Cortland, Delicious, McIntosh. Prices, your choice, 1 for \$1.39; 2 for \$2.58; 3 for \$3.77; 6 for \$7.19.

DWARF PEARS: Bartlett, Clapp's Favorite and Duchess. Prices, your choice, 1 for \$1.19; 2 for \$1.98; 3 for \$2.77; 6 for \$5.39.

SECKEL. Small fruit, light russet with red cheek. Very sweet and fine grained. Used extensively for pickling. Bears October.

SHELDON. A fine late fall Pear with slightly coarse, russet skin and melting, highly flavored fruit. Bears October.

Prices, all Pears except Lincoln, 7/16" to 9/16", two-year: 1 for 69c; 3 for \$1.69; 10 for \$4.78; 25 for \$10.29; 100 for \$36.98.

LINCOLN. Succeeds where others fail. Has all the fine qualities you could ask in a Pear. Fruit large, clear yellow, blushed red. Good canner, fine keeper. Tree fast growing, extremely hardy. Bears October. Prices, 1 for 79c; 3 for \$1.98; 10 for \$5.75; 25 for \$12.79; 100 for \$46.95.

Pears 69c Each

(Except Lincoln)
Other Quantities
Below.

BARTLETT. Large, juicy, rich flavored. Fine to eat out of hand, universally recognized as best canning Pear. Tree strong grower and prolific bearer. Bears September.

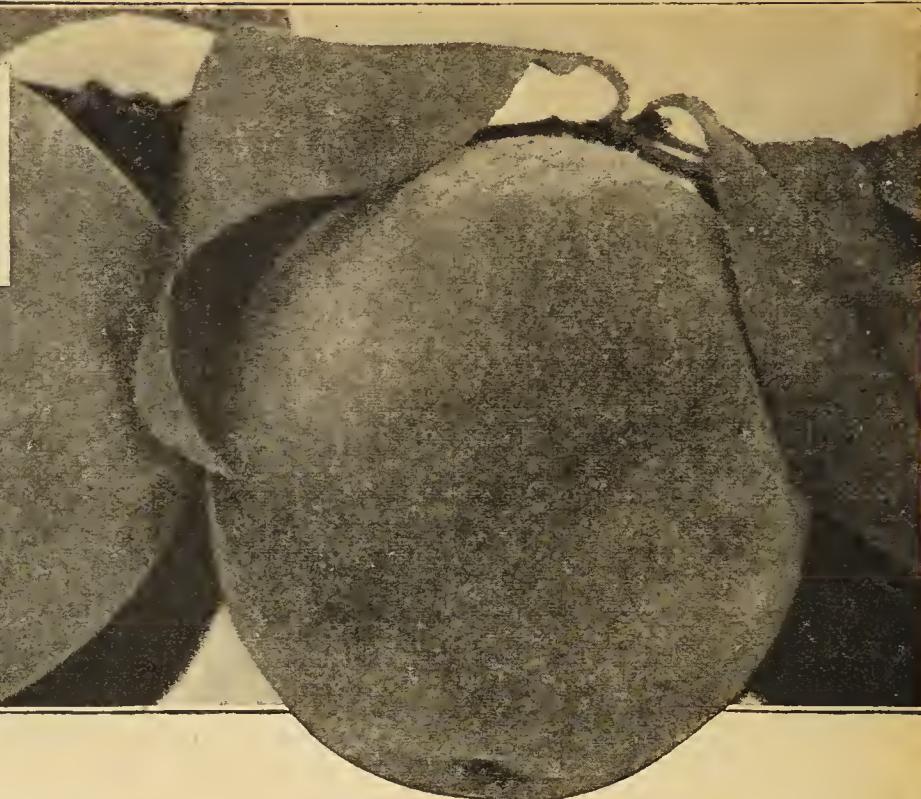
BUERRE BOSC. Large late Pear with long tapering neck. Russet in color. The best shipping Pear known. Bears October-November.

CLAPP'S FAVORITE. Very large and handsome Pear. Yellow with red cheek. The best of the large early Pears. Fair canner if picked before too ripe. Bears August.

KIEFFER. Large yellow Pear noted for its keeping quality. Tree very fast grower and bears young. Bears October.

Peaches 49c each

Peach tree prices, 7/16-9/16 inch, 1-year stock, 1 for 49c; 3 for \$1.39; 10 for \$3.97; 25 for \$7.79; 100 for \$24.85.



CHAMPION. The very best early white-fleshed freestone. Rich and juicy. Highly colored cheek. A favorite eating Peach. August.

EARLY CRAWFORD. Magnificent large yellow freestone Peach. Fine for eating or table use. A fair canner. Early September.

LATE CRAWFORD. Large, handsome Peach similar to Early Crawford except that it bears later and is more prolific. Freestone. September.

EARLY ELBERTA. Ripens a week before Elberta, which has won it much favor. Otherwise much the same as Elberta.

ELBERTA. Large, oval-shaped yellow freestone. Red cheek. Prolific and hardy. The leading market variety. Middle September.

J. H. HALE. The king of freestones. Flesh yellow and sweet. A good canner and shipper. Without doubt the largest commercial freestone Peach. Early Sept.

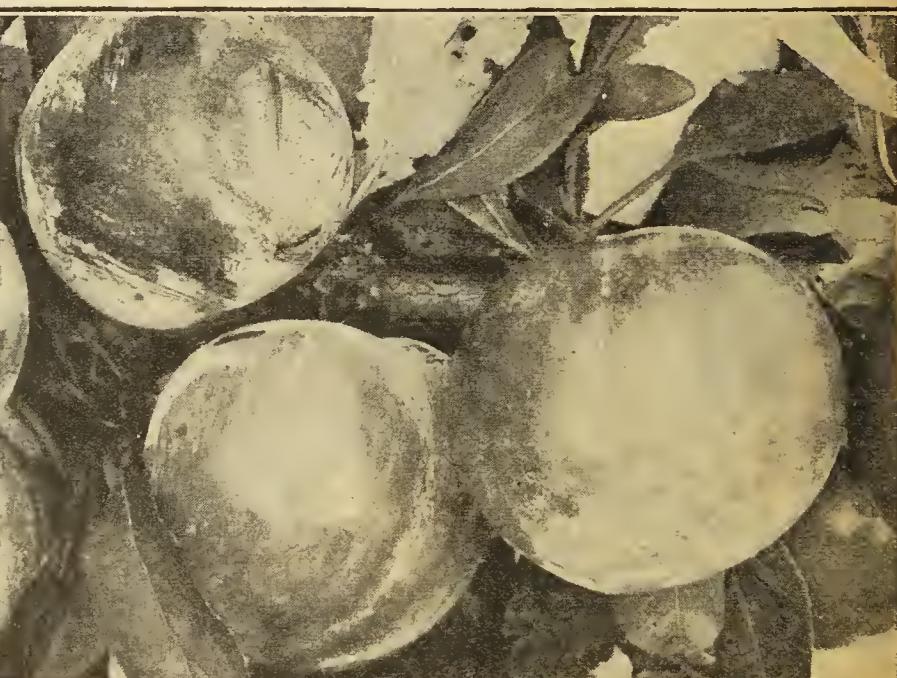
ROCHESTER. Large yellow fruit. Sweet and juicy. Skin is beautifully blushed red. An excellent fruit for market or home use. Freestone. Bears mid-August.

SHIPPER'S LATE RED. Round and beautifully colored red. Flesh yellow and sweet. Tree hardy and annual bearer. Fruit clings to tree tenaciously which eliminates droppage. September-October. Freestone.

SOUTH HAVEN. Exceptionally fine flavor. Flesh yellow and sweet. Its showy exterior combined with its earliness makes it a real money-maker. Freestone. September 1st.

Plums 74c each

Plum tree prices, 7/16-9/16 inch, 2-year-old, 1 for 74c; 3 for \$1.97; 10 for \$5.89; 25 or more at 55c each.



Japanese Plums

ABUNDANCE. Sturdy, upright growing tree. Fruit large, pinkish red. Bears young. Ripens August.

BURBANK. Tree grows rather flat, which makes picking easy. Very hardy and bears at an early age. Fruit large, red. Late August.

FELLENBERG. (Italian). Good sized purple plum. A good canner and an ideal fruit for drying. September.

GREEN GAGE. Always a real favorite, either for canning or table use. Its high sugar content makes it one of the most economical sorts. September.

European Plums

LOMBARD. Medium size. Fruit red. Very productive. This is a leading market variety and is grown extensively wherever plums are known. Late August.

GERMAN PRUNE. Extra large, dark purple canning plum. Flesh is sweet and delicious. September.

CHERRIES

Sweet | Sour
79c each | 59c each

Other Prices Below



Sour Cherries

Early Richmond. The "English Pie Cherry." Fruit medium size, red and juicy. Tree is strong grower and bears young. June.

English Morello. Dark red, firm fruit. Bears after other sour cherries are gone. Should be in every orchard. August.

Montmorency. The large red fruit is in big demand for canning and table use. A sure bearer under any ordinary conditions. Late June.

Prices, sour cherry trees, 7/16-9/16 inch, 1 for 59c; 3 for \$1.67; 10 for \$4.28; 25 for \$9.98; 100 for \$37.50.

Sweet Cherries

Black Tartarian. Large, rich black fruit. Very popular and a quick money-maker. June.

Governor Wood. Rugged growing tree; large, nearly round fruit of rich yellow suffused with red. June.

Royal Ann. Pale yellow fruit with red cheek. Flesh firm. Tree productive. July.

Schmidt's Bigarreau. Immense deep black fruit with dark flesh. Extra fine flavor. Tree stocky. July.

Windsor. A valuable late variety bearing large dark red fruit. Tree prolific grower. An extra remunerative market variety. Late July.

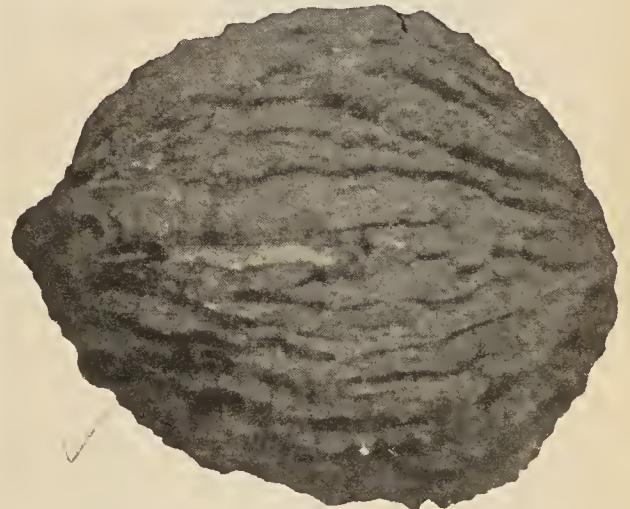
Prices, sweet cherries, 7/16-9/16 inch, 1 for 79c; 3 for \$1.99; 10 for \$5.35; 25 for \$12.50.

You Can Grow Hardy Northern Pecans

You can grow delicious pecans, the favorite nut of millions, if you use Kellogg's hardy northern grown stock. Not to be confused with the southern pecan. This is a different strain which does well throughout the North with no winter protection and with no trace of winter injury. Trees are somewhat drooping and make a fine lawn ornament. We advise planting them.

McCALLISTER HICAN. (Shown above, actual size). A cross between a Pecan and a Hickory. Tree grows rapidly, fully as hardy as a native Hickory. Leaves are large, dark green, thick and smooth; light bark makes them well suited for ornamental planting. Exceptionally large nuts, crack easily and yield good flavored kernels possessing much of the hickory flavor. Prices, hardy grafted stock, 5 to 7 feet, 1 for \$2.65; 3 for \$7.69; 10 for \$24.50; 100 for \$175.00.

HARDY NORTHERN PECANS. (Seedling stock). Ideal for those who feel they cannot afford the more expensive grafted Hicans. Nut is large, shell thin. Kernels come out freely and are usually plump and of fine quality. A safe strain for the North. Prices, 3 to 4 ft., 1 for 60c; 3 for \$1.67; 10 for \$5.00; 100 for \$40.00.



Native Black Walnut

57c

These native black walnuts are seedlings which will grow to fine big trees. They cost you little and are a bargain. Prices, 3- to 4-ft. trees, 57c each; 3 for \$1.49; 10 for \$4.35; 100 for \$35.00.

Stabler Black Walnuts, \$2.49

A fine ornamental tree bearing large, thin-shelled nuts with meaty, easily removed kernels. Thinnest shelled black walnut known. Very attractive, brings fancy prices. The most wonderful of all black walnuts for cracking. Prices, 5- to 7-ft. grafted stock, 1 for \$2.49; 3 for \$6.99; 10 for \$22.50; 100 for \$106.00.

JAPANESE WALNUT. Tree rapid grower with immense leaves. Both ornamental and productive. Nuts produced in clusters. Fine quality. Bears very young. Prices, 4- to 7-ft. seedlings, 1 for \$1.19; 3 for \$2.97; 10 for \$7.95; 100 for \$69.00.

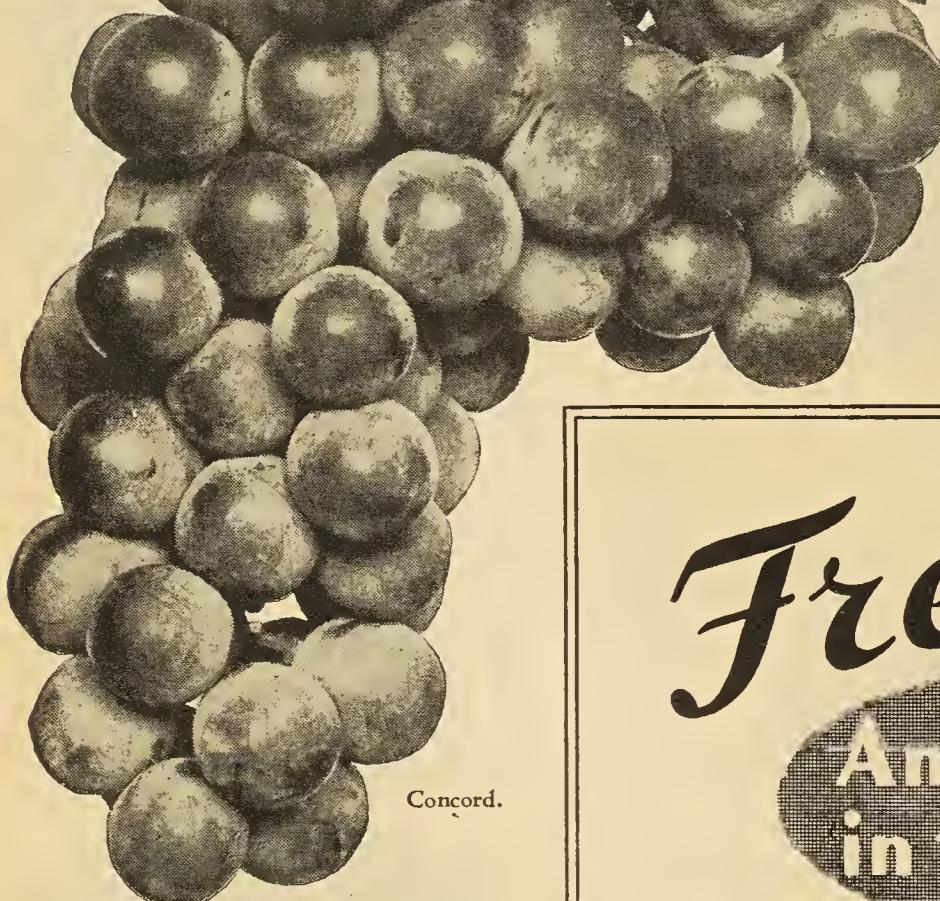
Concord Grapes

FINE 2-YEAR-OLD PLANTS

3 for 47c

1 for 19c; 10 for \$1.19; 25 for \$2.29; 100 for \$7.50. Large bunches of juicy sweet tender fruit, the standard of all grapes.

Other varieties of grapes described and priced below.



Concord.

Fine Two-year-old Grapes

BRIGHTON. (Red). Large, early, delicious. Dependable grower and producer. 35c each; 3 for 97c; 10 for \$2.59; 25 for \$5.99; 100 for \$19.95.

DELAWARE. (Red). Hardy grower, heavy producer of beautiful bunches of the most delicious flavored grapes you ever tasted. 34c each; 3 for 89c; 10 for \$2.37; 25 for \$5.65; 100 for \$19.67.

DIAMOND. (White). Good, hardy grower; heavy producer. Excellent quality. Large size. Always pleases. 25c each; 3 for 67c; 10 for \$1.79; 25 for \$3.75; 100 for \$12.95.

MOORE'S EARLY. (Black). One of the earliest black grapes. Peculiar sweet flavor. Hardy, good bearer. 25c each; 3 for 67c; 10 for \$1.79; 25 for \$3.75; 100 for \$12.95.

NIAGARA. (White). Most popular white grape. Large bunches. Hardy grower. Succeeds everywhere. Sweet and delicious. 25c each; 3 for 67c; 10 for \$1.79; 25 for \$3.75; 100 for \$12.95.

WORDEN. (Black). Very hardy, healthy and productive. Fruits early, surpassed by no other variety. Very popular family grape. 25c each; 3 for 67c; 10 for \$1.79; 25 for \$3.75; 100 for \$12.95.

Kellogg's Grape Arbor

7 Grape Plants—1 each of the varieties named above—
for only **\$1.19**

The total value of this collection is \$1.88. It will save you money and give you loads of luscious Grapes for years.

GUARANTY

We guarantee all stock to be just as represented or orders refilled free. We also guarantee all plants, trees, and other stock to reach you in good growing condition or orders refilled free, providing complaints are made immediately upon receipt of plants. Should no reports be made within 10 days after receipt, it shall be mutually assumed that plants are satisfactory and no refill is warranted. Do not return plants unless so instructed by us.

Continued growth depends upon soil and climatic conditions, proper planting and care given plants—conditions we cannot control—hence is not guaranteed. We will, however, replace plants at half price if reports are made before October 1st of current season. Refills will be made during current shipping season if reports are received in time; otherwise during following season. Plants and other nursery stock can not be returned for credit and we accept no obligation for their return. It is mutually agreed that in any event we are not liable for more than the purchase price of stock.

R. M. Kellogg Company

If your order from this catalog does not amount to \$5.00, remember that you can also buy your flower plants and bulbs of Kellogg—the finest that can be grown. If you haven't a copy of our flower catalog, write for one—it's free!

Free!

**Any \$1.00 Value
in this Catalog**

**with an order amounting to
\$5.00 or more**

You will have no difficulty at all in finding something in this book valued at \$1.00 that you would like to add to your order free of extra cost. We give the extra dollar value free with every order amounting to \$5.00 or more so squeeze your pocketbook just a little bit and bring your order up to size. Then just as soon as you have made up a \$5.00 order, go through the book again and select any dollar value that you want and add it to your order free of charge. You will have nothing to pay for the extra plants excepting the very small amount for parcel post or express.

WATCH YOUR ORDER

Often orders are received amounting to \$4.75, \$4.85 or similar amounts. A \$4.85 order for example, does not get the \$1.00 value free, but by simply adding 15c more to a \$4.85 order you make it amount to \$5.00 and get the dollar value free. 25c added to a \$4.75 order does the same; 35c to a \$4.65 order and so on.

All plants are guaranteed.

LET YOUR FRIENDS ORDER WITH YOU

If you haven't room for \$5.00 worth of plants, let your neighbor help you. Nearly everyone can use some fruit plants or trees and your friends will be glad to order with you and help you get the \$1.00 value free. Or when two persons order together this way, the premium plants can be divided between them.



Kellogg's Complete Home Orchards

Save Up to \$2.25 for You

For a big variety of delicious, healthful fruit, beauty and economy, plant a Kellogg Complete Home Orchard. All choice 7/16" to 9/16" heavy-rooted, well-branched trees. The very best that can be grown. Selected by Kellogg's orchard expert.

5 TREE \$2.14
Orchard

1 apple tree, 1 cherry tree, 1 peach tree, 1 plum tree, 1 pear tree, all for only \$2.14. Regular catalog price \$3.14. You save \$1.00.

Free!

**NEW
EARLY
M^cIntosh
Apple**
\$100 Value

Parents, Yellow Transparent and McIntosh—just imagine the fine quality. Delightfully flavored; delightful to look at; fine round shape, handsome red. Trees vigorous, hardy, healthy, productive, bear annually. Earlier than regular McIntosh, about 10 days later than Yellow Transparent. Given free with a 10-tree or 12-tree orchard.

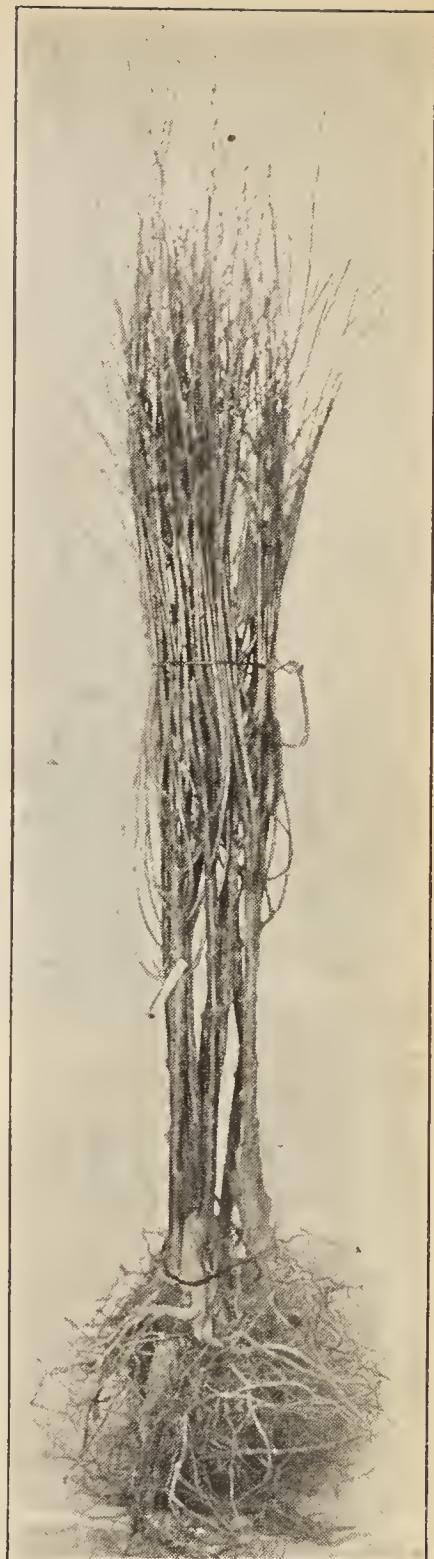
10 Trees, \$4.87

You get the following big value: 1 early apple, 1 late apple, 1 sweet cherry, 1 sour cherry, 1 early peach, 1 late peach, 1 early pear, 1 late pear, 1 early plum, 1 late plum, all for \$4.87. Regular catalog price \$6.48. You save \$1.61. In addition to this cash saving you get one new early McIntosh apple tree, value \$1.00, FREE.

12 Trees, \$5.97

You get the following big value: 1 early apple, 1 late apple, 1 sweet cherry, 1 sour cherry, 1 early peach, 1 late peach, 1 early pear, 1 late pear, 1 early plum, 1 late plum, 1 apricot, 1 quince, all for only \$5.97. Regular catalog price \$8.22. You save \$2.25. In addition to this big cash saving, we will include one new early McIntosh apple, value \$1.00, FREE.

Early McIntosh Free! Don't forget that you get one Early McIntosh apple tree, value \$1.00, free with a 10-tree and 12-tree orchard.



KELLOGG FRUIT TREES

All Kellogg trees have had two years' growth in the nurseries except Peach and one-year Peach is better than two. All big and sturdy with heavy roots and good branches as shown above. Safe delivery guaranteed on all Kellogg fruit trees.

How to Order

SHIPMENT of most smaller orders, parcel post. Large orders usually go by express.

SHIPPING SEASON. All stock shipped at proper planting time. Early planting is best. Order early and let us ship early.

PLANTING INSTRUCTIONS sent free with each order.

CANCELLATIONS. Orders not subject to cancellation or change during shipping season. Plants not returnable for credit.

MARRIED WOMEN. Please sign your own and husband's initials, like this—Effie G. Smith (Mrs. R. B.).

ALL PRICES in this book expire June 30, 1936.

SHIPPING CHARGES. You are to pay shipping charges when shipment is received. On express shipments you pay express company upon delivery; on parcel post shipments you remit postage to us after shipment is completed, unless order is large, in which case we may ship C. O. D. for shipping charges only. This insures the plants and is a good plan. We do not send small parcel post orders C. O. D. for postage as this means unwarranted extra expense for you. Our method for these small orders is the fairest yet devised because you pay only the exact amount of postage.

ORDER EARLY. Stock will be shipped at planting time. Early orders have preference at shipping time, hence, it is to your advantage to order early. January and February are none too soon.

PAYMENT in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. No C. O. D.

SEND MONEY by postal, express or bank money order, or registered letter. Unregistered currency sent at your risk. Add five cents for exchange on personal checks.

Halehaven Peach

This new peach as two of the greatest peaches of all time for parents—the famous J. H. Hale and South Haven varieties. Originated at Michigan State Experiment Station, South Haven. Often bears second year after planting.

Halehaven now takes the same important place among peaches that Kellogg's Premier occupies among strawberries—an early, heavy yielding, frost resistant variety. Two weeks earlier than Elberta. Hardy! Comes through when others fail.

The flesh of Halehaven is thick, wholesome, and delicious—perfect freestone. Sells at high prices. MONEY MAKER!

Prices, 5/16 inch caliper,

1 for 73c

3 for \$1.95

6 for \$3.77

Prices, 7/16 inch caliper,

1 for 79c

3 for \$2.13

6 for \$4.19



Richmorency Cherry

Combines the best qualities of two famous cherries—Early Richmond and Montmorency. Fruits as early as Early Richmond, better flavor and quality than Montmorency.

Richmorency cherries are plump, juicy, meaty, and full of satisfying flavor. Undoubtedly will replace all other sour cherries in a very short time. Hardy as an oak, adapts itself to all soils and climates.

Special!

1 Halehaven	Peach	\$0.73
1 Richmorency	Cherry	.87
1 Anoka Apple		.87
Total value		\$2.47
Special Price		\$1.97

Prices, 7/16 inch caliper,

1 for 87c

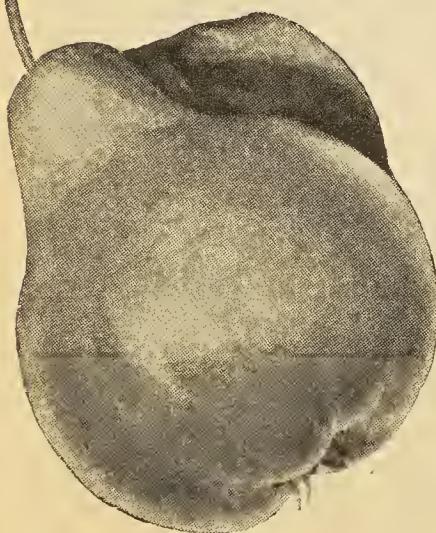
3 for . . . \$2.29

6 for . . . \$3.99

New Anoka Apple

The earliest and heaviest bearing apple in the world. Eight crops of apples at only 10 years old—2 bushels on a 7-foot tree—hardy in all climates—high quality, delicious fruit. Anoka bears fruit in July and August, earlier than any other apple.

Originated in the Dakotas, Anoka is perfectly hardy and will survive the winter in all climates. Anoka is attracting world-wide attention because of its heavy, early and quick fruiting, and because of its high quality fruit.



Orange Quince.

Orange Quince

Large and bright yellow. Can't be beaten for jellies, preserves, and quince honey. You can always find room for a few of these little trees and you will be more than repaid.

87c each

3 for . \$2.19

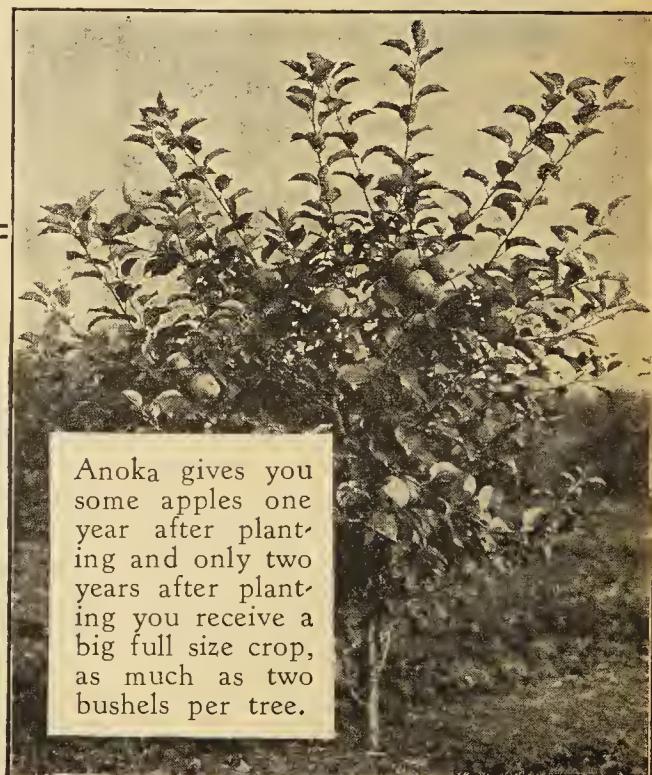
10 for . \$5.97

ANOKA PRICES

7/16 inch caliper, 1 for 87c; 3 for \$2.25; 10 for \$6.50.

9/16 inch caliper, 1 for 99c; 3 for \$2.49; 10 for \$6.99.

11/16 inch caliper, 1 for \$1.29; 3 for \$2.99.



Anoka gives you some apples one year after planting and only two years after planting you receive a big full size crop, as much as two bushels per tree.

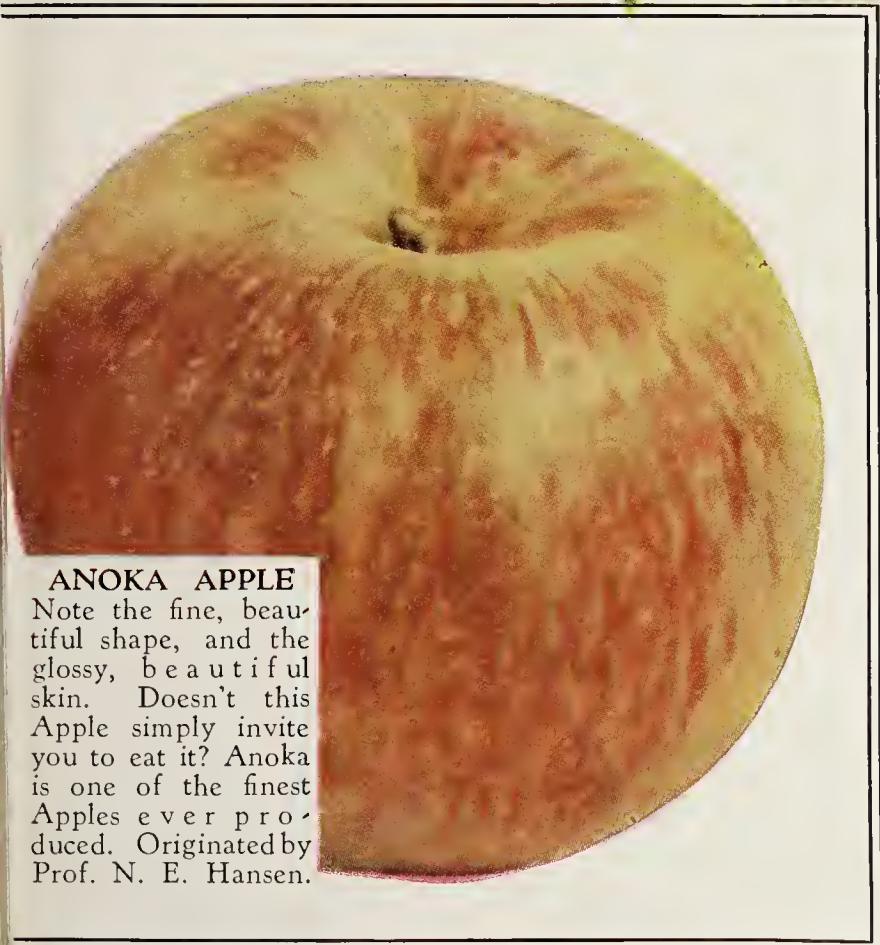
ANOKA Fruiting Heavily Two Years After Planting.

HALEHAVEN
*The Kellogg's Premier
of Peaches*

87c Each



RICHMORENCY
*The Kellogg's Premier
of Cherries*



ANOKA APPLE
Note the fine, beautiful shape, and the glossy, beautiful skin. Doesn't this Apple simply invite you to eat it? Anoka is one of the finest Apples ever produced. Originated by Prof. N. E. Hansen.

63c
Each

**DARK RED
DELICIOUS**

Best for market—ideal for home orchards. Deep, deep, rich red with all the juicy goodness of its parent. The buyer will always pay a premium for color. Plant Dark Red Delicious and reap the extra profit. Sturdy.

Prices, 7/16 inch or larger:
1 for.. \$0.63
3 for.. 1.57
10 for.. 4.69

87c
Each

2 for
\$1.63

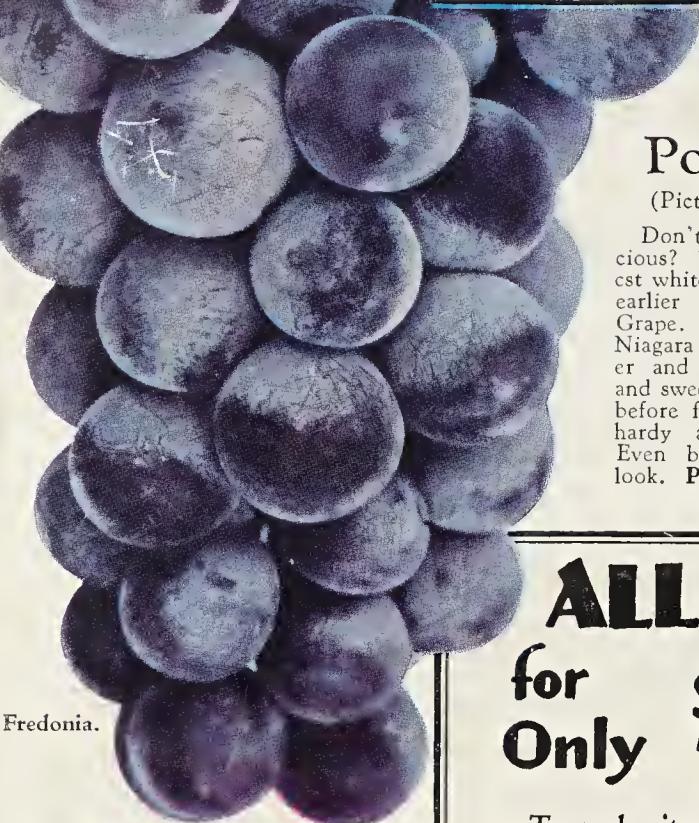
— Moorpark Apricot —→

A remarkable fruit, intermediate between the peach and the plum. Fruit is delicious and easy to grow. To prevent buds from freezing, give the Apricot a northern exposure, otherwise give the same attention as the plum. Prices, 7/16 inch to 9/16 inch caliper, 87c each; 3 for \$2.19; 10 for \$5.89.



New! and better

Here are the world's newest and best Grapes. Absolutely the four finest varieties to be found anywhere. Do not fail to order at least one of each—12 of each would be better.

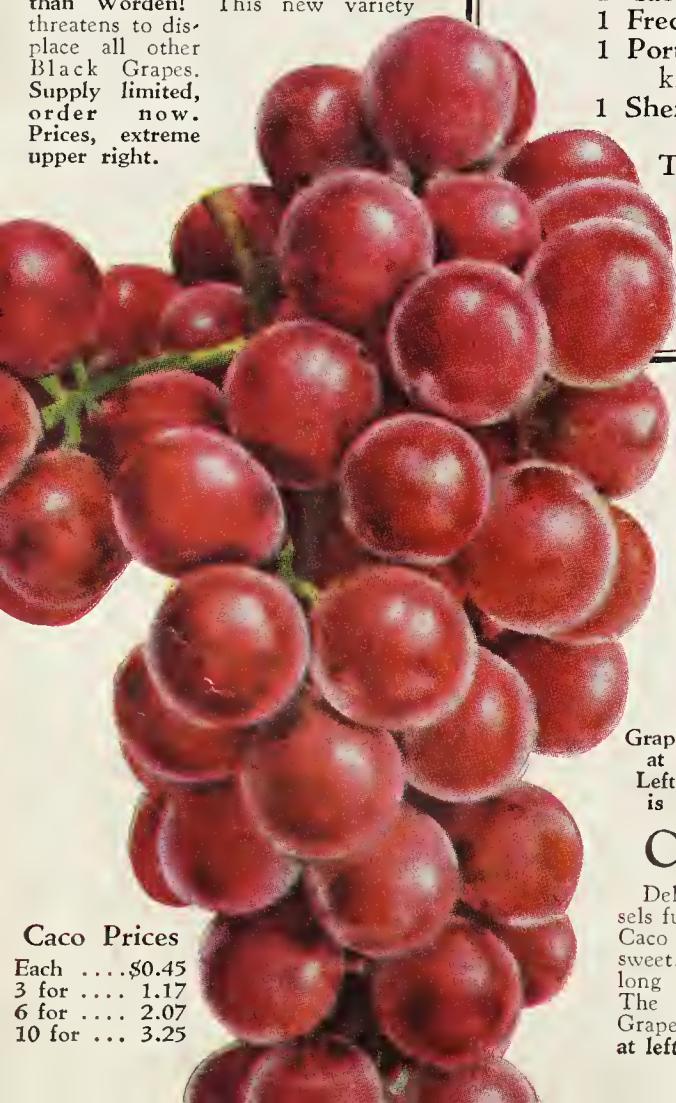


Fredonia.

Fredonia

(Picture above).

Umm! What a treat awaits you in Fredonia Grape. Fine, large, plump, juicy! Two weeks earlier than Worden! This new variety threatens to displace all other Black Grapes. Supply limited, order now. Prices, extreme upper right.



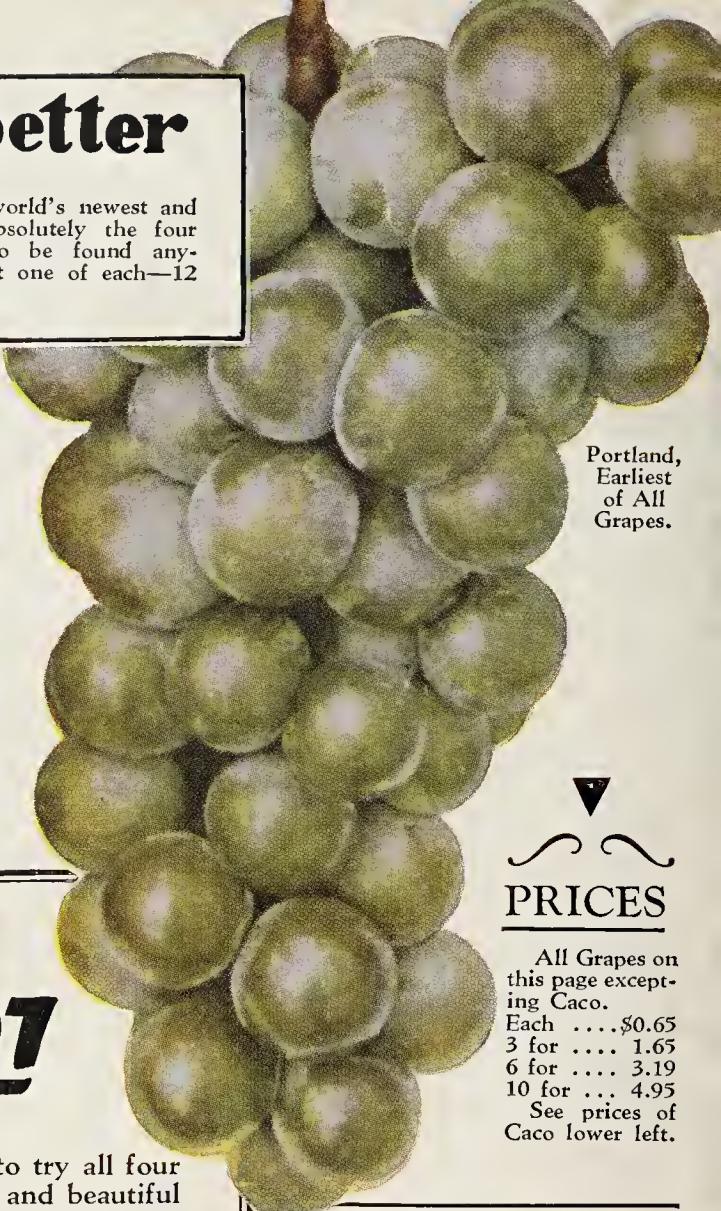
Grape
at
Left
is

Caco

Delectable, juicy morsels full of sweet nectar. Caco is an extra early, sweet, large Grape with long compact bunches. The finest of all Red Grapes. Try it! Prices at left.

Caco Prices

Each	\$0.45
3 for	1.17
6 for	2.07
10 for	3.25



Portland,
Earliest
of All
Grapes.

ALL 4
for
Only \$1.97

To make it easy for you to try all four of these amazingly delicious and beautiful Grapes, we make you this special offer. Here is the fine value that you get for only \$1.97:

1 Caco. Extra early red	\$0.45
1 Fredonia. Early black65
1 Portland. Earliest Grape known65
1 Sheridan. Latest Grape known65

Total value \$2.40

SPECIAL PRICE
\$1.97

ORDER IMMEDIATELY, DO
NOT BE DISAP-
POINTED.

PRICES

All Grapes on
this page excepting
Caco.
Each \$0.65
3 for 1.65
6 for 3.19
10 for ... 4.95
See prices of
Caco lower left.

Sheridan

(Picture below).

Luscious! Luscious! Luscious! More delicious, richer, and better than Concord. One week later. Fine for eating, fine for market. Has excellent keeping quality, having a thicker skin than Concord. Extra fine for shipping. By all means try Sheridan. Latest Grape known. Prices above.



Sheridan,
Latest
of All
Grapes.